

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK SUB-COMMITTEE MEETING
FRIDAY, DECEMBER 13, 2013**

A Regular Meeting of the Economic Development Commerce Park Sub-Committee was held on Friday, December 13, 2013 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:33 p.m. by Vice Chairman Kesler.

2. ROLL CALL & DETERMINATION OF QUORUM:

Chairman	Roy Braddy	Arrived at 3:36 p.m.
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Tanya Boggs	Present
Sub-Committee Member	Joe Cerrato	Excused
Sub-Committee Member	Christine Peacock	Present
Sub-Committee Member	Benjamin "Ben" Bove	Present
Sub-Committee Member	Bernard Jones	Present
Staff Liaison	Jerry Mayes	Present

3. PLEDGE OF ALLEGIENCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – November 8, 2013:

Vice Chairman Kesler asked if everyone had a chance to review the minutes from November 8, 2013 and if there was any discussion; if not a motion is in order.

Motion by Ms. Boggs. The motion to approve the October 11, 2013 minutes as published was seconded by Ms. Peacock.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda:

5. WELCOME TO PUBLIC SECTOR PARTICIPANTS, GUESTS & PUBLIC ATTENDEES:

Vice Chairman Kesler introduced John Keiser to the Sub-Committee.

6. CITY LIAISON REPORT:

A. Introduction of two new members:

Mr. Mayes introduced Benjamin “Ben” Bove and Bernard Jones, the new members, to the Commerce Park Sub-Committee.

7. OLD BUSINESS:

A. Discussion of “Second Assignment”:

Chairman Braddy gave a recap of the discussion of the “Second Assignment”. He explained that the Commerce Park Sub-Committee decided to focus on a lifestyle center.

B. Review member comments on handout:

Chairman Braddy stated that from looking at the handout, he believed that all Commerce Park Sub-Committee members are leaning toward the same idea for the lifestyle center. He stated that everyone wanted a space to take their families and walk. Vice Chairman Kesler asked if that idea would still be considered a lifestyle center. Chairman Braddy stated that the town center could be anything the Sub-Committee wanted. Ms. Peacock stated that a town center can be anything you want it to be but it must have a community focus.

Mr. Bove stated that the main advantage DeLand and Sanford have over Deltona is that they have a history. Ms. Peacock stated that she would like to celebrate the difference of Deltona. She stressed that the lifestyle center could be unique to Deltona that also focuses on Eco-tourism. Chairman Braddy stated that he wanted to start the new history and asked if there were any CRA’s available to use. Mr. Mayes explained that a CRA is a community re-development area. Mr. Mayes stated that because Deltona is in a charter county and that they cannot use a CRA unless the county approves it. He went on to say that Volusia County is not accepting new CRA’s, therefore, it would have to be a city project. Mr. Mayes stated that one good thing about this project is that they can put the center where ever it is needed.

Ms. Boggs stated that she does not believe that there is a heart of Deltona anymore. She also stated that the use of a CRA may limit the space and the types of businesses that would come in. Ms. Boggs went on to say that Ecotourism should be tied into the project but it should not be the focal point. She stated that ecotourism does not attract money and the lifestyle center should help the city get money.

Mr. Bove stated that whatever kind of lifestyle center the Sub-Committee creates must fit the demographic of Deltona. Ms. Peacock stated that we need to bring more work here and attract people to the City to fund the growth. Ms. Boggs stated that her end result is to bring jobs and businesses to the City.

Chairman Braddy stated that John Wannamaker will be visiting a Commerce Park Sub-Committee next week. He proposed that the Sub-Committee come up with a couple concepts to run by Mr. Wannamaker. Mr. Mayes stated that Mr. Wannamaker is a guest speaker next month, not next week.

Chairman Braddy stated that each member should come up with a proposal for what each person would want for a Lifestyle center and where they would want it. Mr. Mayes

8. NEW BUSINESS:

A. Discussion of 2014 Officers”:

Mr. Mayes stated the Deltona Economic Development Advisory Board (DEDAB) by-laws. On January 7th, 2014 DEDAB will select the Sub-Committee chairs from the DEDAB membership. On January 10th, 2014 in the DEDAB Sub-Committee meetings the Vice-Chairs will be selected.

9. MEMBER COMMENTS:

Mr. Kesler stated that he thought the Sub-Committee has a very good idea of where the lifestyle center is going to be.

Ms. Peacock stated that she liked the fact that the Sub-Committee will be getting information from the outside to base their new ideas off of.

10. PUBLIC COMMENTES:

11. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

The Sub-Committee members scheduled the next meeting for Friday, January 10, 2013 at 3:30 p.m. in the 2nd Floor Conference Room.

12. ADJOURNMENT:

Motion by Christine Peacock, seconded by John “Jack” Kesler to adjourn the meeting.

Motion carried with members present voting unanimously.

Meeting was adjourned at 4:33 p.m.

Roy Braddy, Chairman

ATTEST:

Karissa Cook, Office Assistant